

CLAIMS:

1. A method for a service provider to distribute an audio signal to a listener, where, before the listener gets access to the audio signal, the audio impression of the audio signal is personalized to said listener, said personalizing being performed by filtering said audio signal using a set of head related transfer functions comprising listener parameters
5 being specific for said listener.
2. A method according to claim 1, wherein the personalization is performed before distributing said audio signal to said listener.
- 10 3. A method according to claim 1-2, wherein the listener parameters in the set of head related transfer functions have been chosen between a number of sets of listener parameters being specific for said listener.
4. A method according to any of the claims 1-3, wherein the head related transfer
15 functions have been modified in an substantially inaudible way, where said modification is performed by embedding information into the set of head related transfer functions before filtering the audio signal.
5. A method of playing back a distributed audio signal, wherein the audio
20 impression of the audio signal has been changed according to first listener parameters being specific for a specific listener, comprising the steps of:
 - detecting said first listener parameters used for changing the audio impression of said audio signal,
 - comparing said detected first listener parameters with second listener parameters and
25 - playing back said audio signal if said detected first listener parameters identify a listener being identical to the listener identified by said second listener parameters.
6. A method according to claim 5, wherein the steps of:

- detecting said first listener parameters used for changing the audio impression of said audio signal and
- comparing said detected first listener parameters with second listener parameters, are performed by comparing the audio signal that has been changed according to said first
- 5 listener parameters with a corresponding audio signal having been changed according to said second listener parameters.

7. A method according to claim 5 or 6, wherein first and second listener parameters are parameters to be used in a set of head related transfer functions, and wherein

10 the audio signal has been changed by filtering it using the set of head related transfer functions having listener parameters being specific for a specific listener.

8. A method according to claim 7, wherein the steps of:

- detecting said first listener parameters used for changing the audio impression of said
- 15 audio signal and
- comparing said detected first listener parameters with second listener parameters stored locally

are performed by comparing the frequency spectrum of the audio signal having been filtered by the set of head related transfer functions having said first listener parameters, and the

20 frequency spectrum of a set of head related transfer functions having said second listener parameters.

9. A method according to claim 6-8, further comprising the step of:

- detecting information having been embedded into the head related transfer function
- 25 before filtering the audio signal and, if the detected first listener parameters identify a listener being identical to the listener identified by said second listener parameters, playing back the audio signal according to the detected information.

10. An apparatus for playing back a distributed audio signal, wherein the audio

30 impression of the audio signal has been changed according to first listener parameters being specific for a specific listener, comprising:

- means for detecting said first listener parameters used for changing the audio impression of said audio signal,

- means for comparing said detected first listener parameters with second listener parameters and
- means for playing back said audio signal if said detected first listener parameters identify a listener being identical to the listener identified by said second listener parameters.